

Overcoming Barriers to Changing Landscape Behaviors Panel Discussion Outcomes

Potential influences on intent to behave	Target	Type of Influence	Strategies for Overcoming
Appearance preferences, (Unkempt appearance security issues, Normative appeal of bright green lawn, Curb appeal)	Homeowner	AT/SN	Demonstrate a variety of garden aesthetics and plant communities to address community differences; Use visible examples on the ground and web-based, garden tours, and sample landscape designs; Design workshops for professional and homeowners; Recognition awards.
HOA mandates	Homeowner/ Builder/ Developer	PBC/SN/AT	Develop and encourage the adoption of resource efficient landscape covenant language codes and reinforce with municipal codes; Know your regulations; Use science and design-based arguments to challenge policy; Extensions services and universities can be a source for these.
Don't value environmental quality or biodiversity, wildlife	Homeowner	AT/SN	Bioblitz is a quick evaluation and teaching/outreach program to inventory, explain ecosystem function and reconnect people with their yards, Integrated Pest Management – City of Austin has good example integrating health, persistence, and animal impacts into landscape chemical use information; Traditional mass media techniques that go above the need for education such as trending a “new look;” Information provided by organizations that have no ties to traditional landscape industries; Consider other motivations such as including edibles.
Maintenance knowledge and perceived costs more	Homeowner/ Professional	KN/PBC	Use information on cost effectiveness; Professional license oriented training with both landscape business owners and crews – best if done regionally; Green gardener type programs for homeowners and maintenance professionals; Encourage homeowner/residential maintenance company interaction; Plant guides that include plant maintenance needs; Model maintenance contracts for HOAs.
Implementation barriers (design knowledge, adequate plant materials)	Homeowner/ Professional	KN/PBC	National task force that works with corporate garden centers to develop a consistent message for providing environmentally friendly products such as native plants and appropriate fertilizers, Build local capacity for implementation among landscapers, growers, nurseries, and garden centers to ensure plants are readily available; In-store “Natural Yard Days” with displays that include plant and landscaping best practices; Provide resource lists of local landscape design and maintenance professionals that clarifies which native plants are harder to find than others in plant lists.

AT = Attitudinal, SN = Social Norm, PCB = Perceived control/Constraint, KN = Knowledge/Awareness